



RED LETTER DAY.

It is hardly necessary to call attention to the handsome add of Herman Wise, Astoria's great clothier; the add calls attention to itself; but it gives us an opportunity to size up the man who has the grit, the energy "to do things."

No small man, who would figure as to how he would get an extra dollar from a customer, would have the nerve to spread himself in this fashion.

While the timid, foxy sort of a merchant wastes time bawling his lot and thinks he conquers by stopping prospective customers as they pass his way the modern man speaks out boldly, through the legitimate channels—the newspapers—and reaches hundreds at a time; it is hardly necessary to add that the merchant who is up to date in his business, must necessarily be more up to date in his tastes when selecting stock and as a natural consequence the customer trading with the up to date merchant like Herman Wise, surely gets the newest, brightest articles.

The July reductions quoted by Herman Wise are genuine.

RECEIVED BY MRS. FINCH.

Mrs. A. A. Finch entertained at an elaborate reception at her home on Franklin avenue yesterday afternoon, the function being in honor of her mother, Mrs. J. C. McConnell, of Woodland, Cal., who is here for the summer, and Miss Caldwell, who is visiting in the city from Bureka. The reception in every way was elegant, the decorations being superb and the music by Columbia orchestra exquisite. Red was the prevailing color in the dining room and the reception room was pink and white. The ladies who assisted Mrs. Finch in entertaining were Miss Kate Flavel, Miss Harriet Tallant, Miss Violet Bowlby, Miss Elsie Elmore, Miss

Margaret Higgins, Miss Sue H. Elmore, Mrs. Horace Thing, Miss Maja Fredrickson and Miss Floretta Elmore.

DEATH OF AGED MAN.

Joseph Gilman, an aged resident of Pacific county, Wash., died at an early hour yesterday morning at St. Mary's hospital. The immediate cause of death was malignant cancer, though the extreme age of the deceased, 83 years, would seem to point to infirmity. No operation had been performed on Mr. Gilman as his advanced years precluded the risk of using the surgeon's knife. The funeral will be held from Pohl's undertaking parlors and the interment will be in Greenwood cemetery. The time has not yet been set for the service.

FELL OFF THE TREBLE.

John McGregor, an aged resident of Seaside, fell into the river from the railroad trestle at the foot of Fourteenth street late last evening and had a very narrow escape from drowning. E. E. Shaw was attracted to the scene by his cries, climbed down on the trestle, and got hold of the struggling man, keeping him from sinking until help was obtained and he was drawn out, nearly chilled to death by the cold water, though considerably sobered by the incident. He was taken to the Central hotel for care by Officer Oberg.

The first Saturday evening through train from Portland to Seaside did not carry the large list of passengers that it will later accommodate. During the season this train is probably the most popular on the run. There is always a crush of traffic in the local yard when it arrives, as four trains are then moving, going and coming from the coast and Portland. Those who like to be about a depot at such a time, and there are many such, were well represented last evening.

PARTY AT MISS STOKES.

Miss Grace Stokes entertained last night in honor of her guest, Miss Blinney, of Berkeley. The rooms were filled with gay young people who were pleasantly entertained by the delightful methods introduced by the charming hostess to pass the evening. Refreshments of a delicate nature were served.

THURSDAY RECEPTION.

Mrs. Norman Marrs entertained on Thursday in honor of Mrs. T. S. Bryce and Miss Caldwell, of Portland, who are visiting Mrs. E. Z. Ferguson.

If you want the purest and best ice cream you'll have to see TAGG. 15 cents a pint.

The two pretty launches recently brought from the east to be used by the lighthouse tenders, were shipped from the cars yesterday an are now in front of the freight house of the A. & C. R. R. dock in readiness to be placed on the vessels.

The frame of the "dation" is now up and the building will be rushed to completion. It is expected to do a land office business as a depot hotel.

REDUCED SUMMER EXCURSION RATES.

The Denver & Rio Grande popularly known as the "Scenic Line of the World" has announced greatly reduced roundtrip rates from Pacific coast points for the benefit of teachers who will spend their vacation in the east, and of delegates to all the prominent conventions—N. E. A., at Boston; A. O. U. W., at St. Paul; B. P. O. E., at Baltimore; Woodmen of America at Indianapolis; Eagles at New York; Mystic Shrine at Saratoga Springs; K. of P. at Louisville, and T. P. A. at Indianapolis. Tickets at reduced rates will be based upon one fare for the round trip but will be sold only on the certain days. These tickets will carry stopover privileges on the going trip, giving passengers an opportunity to visit Salt Lake City, Glenwood Springs, Colorado Springs and Denver; and will be good to return any time within 30 days. Passengers going via the Denver & Rio Grande are given the privilege of returning via a different route. For the rate to the point you wish to go, and for dates of sale and other particulars as well as for illustrated pamphlet, write W. C. McBRIDE, General agent, 124 Third street Portland Ore.

LOW RATES TO SAN FRANCISCO.

On account of the National Encampment Grand Army of the Republic to be held at San Francisco August 17 to 22, the O. R. & N. Co. have named the low rate of \$20.00 for the round trip by

steamship in both directions, or \$25.00 for steamship in one direction and rail return or vice versa. This rate will only apply on steamships leaving Astoria August 11 and 16, or on trains leaving Portland August 12, 13, 14. Tickets will be good for return within a final limit of sixty days from date of sale. Berth reservations should be made early to avoid disappointment. For further particulars apply to G. W. LOUNSBERRY, Agent.



Depart.	TIME SCHEDULES From Portland.	Arrive.
Chicago	Salt Lake, Denver, Ft. Worth, Omaha, Kansas City, St. Louis, Chicago and East.	4:30 p.m.
Portland Special	via Hunt-ington.	8:20 a.m.
Atlantic	Salt Lake, Denver, Ft. Worth, Omaha, Kansas City, St. Louis, Chicago and East.	10:30 a.m.
Express	via Hunt-ington.	8:15 p.m.
St. Paul	via Milwaukee, Chicago and East.	7:35 p.m.
Fast Mail	via Milwaukee, Chicago and East.	6 p.m.
Spokane	via Milwaukee, Chicago and East.	6 p.m.

70 hours from Portland to Chicago. No change of cars.

OCEAN AND RIVER SCHEDULE.

—From Astoria—

All sailing dates subject to change. For San Francisco every five days.	4: a.m.
T. a. m. Columbia River to Portland and cept Sur Way Landings.	Daily except Mon

Steamer Nahcotta leaves Astoria on tide daily except Sunday for Ilwaco, connecting there with trains for Long Beach, Tigua and North Beach points. Returning arrives at Astoria same evening.

G. W. LOUNSBERRY, Agent. Astoria.

NEW CUP DEFENDER PERFECT.

The new cup defender is the most scientifically built racing yacht ever constructed. It is the acme of perfection and is expected to prove a world beater. The acme of perfection in medicine was reached a half century ago when Hostetter's Stomach Bitters was first introduced to the public. Its wonderful success during those years stamped it as a world beater, especially in curing such ailments as sick headache, belching, flatulency, loss of appetite, indigestion, dyspepsia, liver and kidney troubles, or malaria, fever and ague. A trial is all that is necessary to convince you of its value. We know you'll be satisfied with the result and thankful for taking our advice. It can't disappoint you for it is especially compounded for such ailments. Try it today.

Shinola is a modern shoe polish used for ladies', men's and children's shoes, and all black leather articles. It requires no moistening and is without a doubt the best polish on the market. Try it and if you are not satisfied we refund your money. Johnson Bros.

Direct from San Francisco, a shipment of fine apples. Johnson Bros.

THE EVENT OF THE SEASON.

The Columbia by moonlight. An opportunity for you to enjoy an evening on the Grandeur of Rivers with the Epworth League, Tuesday evening, the 14th inst. Steamer Miller leaves at 8 o'clock sharp. Fare 50 cents.

TO LONG BEACH.

Commencing Sunday, July 5, and every Sunday thereafter during the summer season the I. R. & N. Co. will sell tickets to all points on North beach, Ilwaco to Nahcotta inclusive, at a rate of one dollar for the round trip. These tickets will be good returning on either Nahcotta or T. J. Potter and only on date of sale.

G. W. LOUNSBERRY, Agent.

SCHOOL PROPERTY FOR SALE.

Sealed bids will be received by the clerk for the school property situated on Boon avenue, Hammond, Ore., consisting of lots 2 and 3, block 14, and the school building situated thereon. The right is reserved to reject any or all bids. Bids to be opened at the school house July 15, 1903, at 7:30 p. m.

WILLIS MUDD, Clerk Dist. No. 6, Hammond, Ore.

Sweet Cream 10 cents a pint. A. Tagg.

HEY, THERE!

Remember the Foresters' excursion to Cathlamet Sunday.

GOOD SMOKE.

Fishermen: Dixie Queen, by 16-cs. pails, 40 cents. P. A. Trullinger.

ELECTRICAL WORK.

Interview Trullinger & Hardesty, 423 Commercial street, about your electrical work.

WANTED.

All who are in want of anything whatever to make the need known in these columns.

BEST 15-CENT MEAL.

You will always find the best 15c meal in the city at the Rising Sun restaurant, No. 612 Commercial street.

PIANO TUNER.

For good, reliable piano work see your local tuner, Th. Frederickson, 2071 Bond street. Phone 2074 Red.

JAPANESE GOODS.

New stock of fancy goods just arrived at Yokohama Bazaar. Call and see the latest novelties from Japan.

CHEAP FUEL.

Fir slabwood, stove lengths, \$2.50 per cord. Boxwood \$1.50 per large load. Phone 2211 Black. Kelly, the transfer man.

NOTICE TO THE PUBLIC.

Owing to a break in the machinery it is impossible to open the Walluski bridge. Repairs will be made as soon as possible. C. J. Trenchard, County Judge.

CIVIC IMPROVEMENT

Keep Your Lawns and Gardens Looking Nice.

There is no reason why every garden and lawn in Astoria should not be made to look well when the implements to do the work with are sold so cheap. We carry a full assortment of sythes, rakes, mowers, trowels, spades, shovels, and haying tools. We even have wheelbarrows to carry away what you don't need. Poard & Stokes Co. regular sizes 50c, and \$1.00.

LOST.

At about 10 o'clock last night between buoys Nos. 8 and 10, an ordinary salmon net. Finder please return to Elmore's cannery and obtain reward. Frank Niemelin.

HOUSEKEEPING ROOMS.

Furnished or unfurnished; over Peterson & Brown's shoe store.

CIARETTES.

The newest and latest in cigarettes—Full Mails; cork tips, at P. A. Trullinger's. Two stores.

HOUSE COAL.

No coal equals the Rock Springs, Wyoming, coal. New shipment just in. Send in your orders.

EXERCISE CARE.

In nothing is greater care and skill necessary than in house plumbing. Unsanitary plumbing is a menace to health. See J. A. Montgomery, 425 Bond street.

FULL CREAM CHEESE.

Made in Gray's River. Retail at 15 cents a pound. The best ever offered on the market. Try it and be convinced. Bond Street Market, M. Ello, proprietor.

COAL.

Roslyn coal lasts longer, is cleaner and makes less trouble with stoves and chimney flues than any other coal on the market. George W. Sanborn, agent. Telephone 1211.

HATS TRIMMED FREE.

Mrs. R. Ingletton will continue her reduction sale of hats, skirts, waists and ladies' and children's furnishing goods until October 1. Call and see the line. Also carry a complete line of hair switches and pompadours. Prices will suit you. MRS. R. INGLETTON, Welch Block.

GOOD PLUMBING.

A good workman, using good materials, makes a good job and saves much annoyance. You especially need the best in plumbing, gas fitting, heating appliances and tinwork. Call on John A. Montgomery, 425 Bond street, and avoid trouble. Phone 1211.

STILL IN THE LEAD.

Dainty eaters, people with hearty appetites theater parties, and all other parties find what they desire and something to appreciate at the Toke Point oyster house. The choicest viands in the market are there served in most pleasing style. Open all night. Private rooms.

# WHAT MEN ADMIRE!

## A July Flyer!

To Make Room For The Fall Stock Which I Selected While East, I Herewith Make the Following Offer:

**\$1.00** Back with every suit that has been selling up to and including **\$12.50**

**\$2.00** Back with every suit that has been selling from above \$12.50 to **\$17.50**

**\$3.00** Back with every suit that has been selling above **\$17.50**

A man may bet on the wrong horse, or on the losing boxer, but if his heart is in the right place he will surely cheer for the winner, although he was against him before.

So if one merchant, by his persistent display of energy and public spirit, proves himself a thoroughbred, the peer of his class, you involuntarily encourage him.

**YOU** may like John and be a friend of Will's, but you will throw up your hat for the other man—that is if you are made of the right stuff—because that other man is of the right sort. I ask for no support save on the score of merit.

The Right Goods  
At The Right Price  
By The Right Man

## LONG PANTS AT SHORT PRICES

To Make Room For The Fall Stock Which I Selected While East:

\$2.50 PANTS REDUCED TO \$2.00			
3.00	"	"	2.40
3.50	"	"	2.80
4.00	"	"	3.20
4.50	"	"	3.60
5.00	"	"	4.00
5.50	"	"	4.40
6.00	"	"	4.80
6.50	"	"	5.20
7.00	"	"	5.60
7.50	"	"	6.00

The Reliable  
Clothier & Hatter

Herman

Wise

Opposite  
Palace Restaurant